

PROJECT RED ZONE

The Springfield Fire Department continues community outreach efforts with Project RED (Reduce, Educate, and Deliver) Zone aiming to reduce home fires, fire-related injuries and deaths.

Fire crews typically canvass neighborhoods on Saturdays by going door-to-door to ensure that residents have properly working smoking alarms while visiting about fire safety. Fire crews check smoke alarms for age, functionality and dead batteries. The National Fire Protection Agency (NFPA) recommends that smoke alarms older than 10 years be replaced. If needed, fire crews will install new 10-year lithium battery-operated alarms. It is recommended that smoke alarms be installed in every sleeping room, outside each sleeping area and on every level of the home. According to the NFPA, properly working smoke alarms reduce the risk of dying in home fires nearly in half.

Since the program's inception in April 2017, fire crews have accomplished the following:

- installed **2,246 smoke alarms and 642 batteries**
- tested almost **4,200 smoke alarms**
- visited over **14,000 homes**

Fire crews have canvassed the following neighborhoods: Grant Beach, West Central, Heart of the Westside, Woodland Heights, Westside Community Betterment, Tom Watkins, Robberson and Doling Park Neighborhood. We will continue efforts by focusing more on Zone 2 during 2019. These community risk reduction efforts would not be possible without the support of our citizens and grants from the American Red Cross, Springfield Public Schools and Federal Emergency Management Agency.

"DON'T BE A DUMMY" PSAs

Another component of Project RED Zone is the "Don't Be a Dummy," campaign which features a straight-talking Springfield firefighter who has a habit of catching residents engaging in unsafe behaviors. The firefighter is always reminding us that most fires in Springfield are caused by "smart people making dumb decisions," highlighting the fact that almost all home fires are preventable. The department released three PSAs in 2018 focusing on risky behaviors involving electrical outlets, cooking and smoking. To view these PSAs, visit the links below.



vimeo.com/255980791

Electrical Fires are Preventable (overloading electrical outlets)



vimeo.com/259680965

Cooking Fires are Preventable



vimeo.com/298608542

Smoking Fires are Preventable (careless smoking)



Community Risk Reduction Efforts

- Project RED Zone
- Free smoke alarm program
- Safety presentations
- Youth Fire Intervention Program
- Home fire safety surveys
- Fire extinguisher training
- Compression-only CPR training
- Neighborhood involvement

441

Community events attended reaching

33,217

people

126

Fire station tours given reaching

2,630

people

2,831

Total smoke alarm installations

Contact Us:

Fire Department

Headquarters:

830 N. Boonville Ave.
Springfield, MO 65804
417-874-2300

Presentations and training opportunities:

417-874-2381

Crime Stoppers:

(417) 869-TIPS

Text a Tip: Text 417SPD plus your message or photo to CRIMES (274637)

FOR EMERGENCIES:

CALL 911

Learn more about how you can be involved in fire prevention efforts:

(417) 874-2300 or springfieldmo.gov/sfd

PulsePoint

The Springfield Fire Department, in partnership with Mercy and CoxHealth, launched the PulsePoint app in September as part of their LifeSave Initiative. PulsePoint alerts CPR-trained bystanders to someone having sudden cardiac arrest. The notifications are activated by the local communications center simultaneously with the dispatch of fire and EMS. PulsePoint AED lets you update and report where AEDs are located. This enables CPR certified citizens and first responders to locate the nearest AED when a cardiac emergency occurs. The department offered four hands-only CPR classes at various times and stations throughout the month of October.



The Springfield Fire Department partnered with several agencies including, CoxHealth, Mercy, Ozarks Technical Community College, Missouri State University and the Springfield Police Department on March 31, 2018 in a nationwide campaign to empower individuals to act quickly to save lives. A person who is bleeding can die from blood loss within five minutes if it is not stopped. A free Stop the Bleed course was offered at Ozarks Technical Community College to offer hands-on training in hemorrhage control (uncontrolled life-threatening bleeding) techniques to include use of tourniquets and wound packing.



FIRE PREVENTION MONTH, OCTOBER

Forty-two firefighter educators outreached in 39 Springfield private and public elementary schools teaching over 10,000 children during the month of October. Age-appropriate fire safety lesson plans were taught to students ranging from preschool through fifth grade. Each lesson complements the next lesson to create an incremental knowledge base on the fire safety messaging.



Students were given a survey for their guardian to fill out about working smoke alarms in the home. Over 2,600 smoke alarm surveys were returned to the fire department. From these surveys, 12 lucky children were randomly chosen to receive a ride to school in a fire engine in December. Schools represented in the engine ride to school include; Sunshine, Bowerman, Hickory Hills, Fremont, Bissett, Jeffries, Pittman, Sherwood, Springfield Lutheran, Sequiota, Disney and Wilder.

An additional 16 preschools, (1,365 students and teachers) were visited by our fire crews from various stations during October. Total efforts for the month include 55 schools and 11,546 students and teachers!

Ride to School

Fremont Elementary kindergartner Holly got a ride to school in style. She was one of the 12 Springfield students who won a ride to school in a fire engine following Fire Prevention Month visits.



COMMUNITY PARTNERSHIPS

We are thankful for our community partners who work with us every day to make Springfield a safer city. Here are just a few of the highlights in partnership that connect us with our community friends:

Springfield Public Schools:

- **Elementary Explore Program:** 1,200 first graders attended Superhero Camps and toured fire stations around the city to learn directly from our firefighters about fire safety.
- **Hands Only CPR and Fire Safety Classes:** Firefighter educators taught life-saving skills to SPS middle and high school health classes.
- **Bissett Elementary Reading Program:** Firefighters read books to elementary students (K-5) and discussed the importance of reading in their own jobs.
- **Weaver Elementary Science Project:** Using the scientific method and a ladder truck, fifth grade students had a unique science experience.
- **SPS High Schools:** Fire marshals taught forensics students about fire investigations.

National Neighborhood Night Out: Attended neighborhood night out events across the city in the summer and fall to support our local neighborhoods. A City-wide event was held in Nichols Park, and Fire and Police battled it out in an evening softball game.

Neighborhood Association Meetings: Attended 53 neighborhood association meetings in 2018. Discussed fire data within neighborhoods, relayed fire safety tips, and answered questions from the community.

Big Rig Night: Partnered with Parents as Teachers at the Battlefield Mall to show children various big trucks.

Victory Mission Holiday Baskets: Partnered with Victory Mission to deliver 27 holiday baskets to families in need.

Deaf Picnic at Phelps Grove: Collaborated with the Deaf Awareness Group on their annual fall picnic. Children visited with our firefighters from Station 1 and toured the Engine.

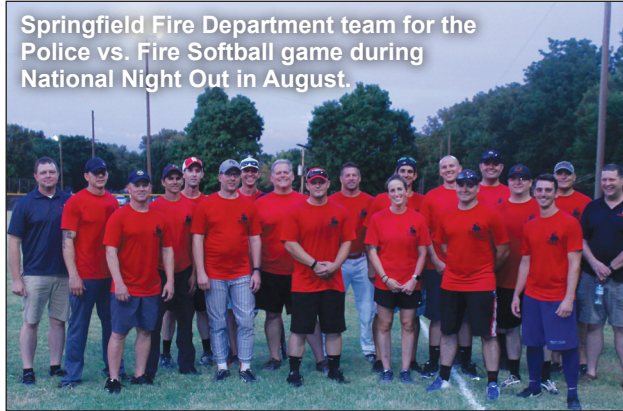
Ozark Empire Fair: Visited with attendees, discussed fire safety messaging, and gathered smoke alarm requests.

Midtown 4th of July, Labor Day and Downtown Christmas Parades: Present were the SFD Color Guard and a fire apparatus.

Shop with a Hero: In December, firefighters shopped with children in need at various Walmarts throughout the City. Program funded through Walmart.

Several other events including Aaron Goddard Memorial Blood Drive, Farmer's Market of the Ozarks, Back-to-School Bashes, MSU Homecoming, Springfield Symphony, MADD Event.

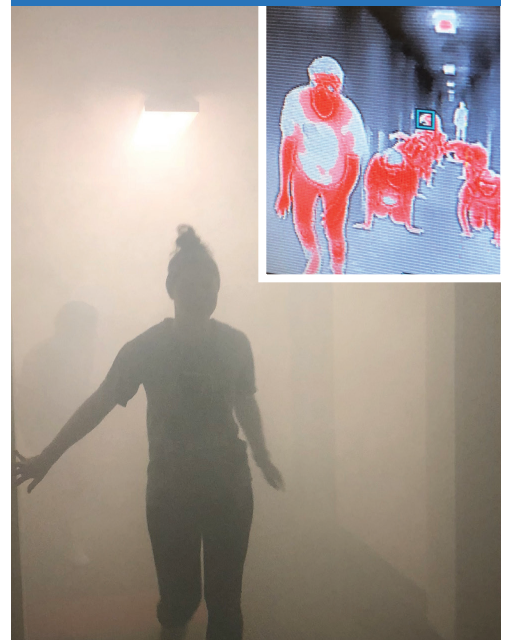
Springfield Fire Department team for the Police vs. Fire Softball game during National Night Out in August.



MSU STAFF FIRE SAFETY TRAINING



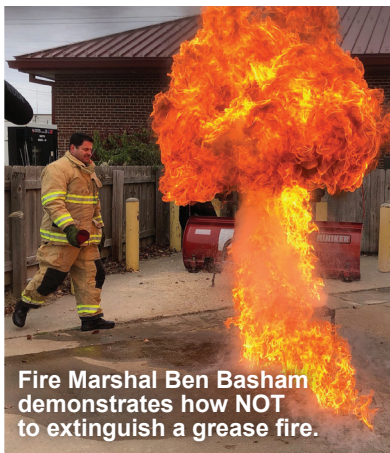
In August, the department partnered with Missouri State University Residence Life to provide a morning educational session on fire safety for 150 of their resident assistants, community assistants, hall directors and administrative staff. This program included a presentation on college safety in dormitories, fire extinguisher training, smoke simulation to practice evacuation drills, and ended the day with the live burn demonstration.



Community Engagement Report 2018

GREASE FIRE DEMONSTRATION

Cooking-related fires are the No. 1 cause of house fires and fire-related injuries in Springfield. Often, injuries are caused and damage worsened by the occupant's inappropriate response to these types of fires. The Springfield Fire Department held a safety demonstration in November 2018 to show how to properly extinguish a cooking-related fire. A video of the demonstration can be viewed at vimeo.com/300856341.



Fire Marshal Ben Basham demonstrates how NOT to extinguish a grease fire.

Facebook followers:

 **8,000**

Twitter followers:

 **2,790**

Instagram followers:

 **1,088**

TRUCK OR TREAT, SECOND ANNUAL

The second annual Truck or Treat was held at Fire Station 8 on Oct. 25, 2018 in partnership with the Springfield-Greene County Park Board. More than 1,500 attendees and community partners including Springfield Safe Kids, Parents as Teachers, Springfield-Greene County Health Department and Public Works braved the cold, rainy evening. Families visited with firefighters, looked at fire equipment, painted almost 600 pumpkins, played games and, of course, enjoyed some candy!



SPRINGFIELD FIRE DEPARTMENT'S
TRUCK OR TREAT



HY-VEE HAM GIVE-AWAY

Hy-Vee invited the Springfield Fire Department to be part of their second annual Hams for the Holidays campaign on Dec. 15, 2018. Our firefighters handed out 300 Hormel® Cure 81 with staff from Hy-Vee and The Northwest Project at the Fairbanks to families in need. All 300 hams were distributed within 30 minutes. For a two-week period in December, Hy-Vee partnered with first responders in 19 cities across an eight-state Midwest region to hand out over 5,200 hams. We are thankful Hy-Vee chose Springfield in 2018!



Learn more about how you can be involved in fire prevention efforts:

(417) 874-2300 or springfieldmo.gov/sfd